

County of Los Angeles  
**DEPARTMENT OF PUBLIC SOCIAL SERVICES**

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July 10, 2007

**TO:** Each Supervisor

**FROM:** Philip L. Browning, Director

A handwritten signature in black ink, appearing to be 'P. Browning', written over the 'FROM' line.

**SUBJECT: REPORT ON IMPLEMENTATION OF THE RESTAURANT MEALS PROGRAM FOR THE HOMELESS, ELDERLY, AND DISABLED USING ELECTRONIC BENEFIT (EBT) CARDS TO PURCHASE PREPARED MEALS (BOARD ORDER #38 - FEBRUARY 4, 2003)**

This is to provide you with an update on the Restaurant Meals Program for Homeless, Elderly, and Disabled Food Stamp Participants using Electronic Benefit Transfer (EBT) Cards to purchase prepared meals. As you may recall, the Restaurant Meals Program allows homeless, elderly, and disabled Food Stamp participants to purchase prepared meals using their EBT cards at restaurants that have a signed Memorandum of Understanding (MOU) with the County and have been certified by the United States Department of Agriculture (USDA), Food and Nutrition Services (FNS) to accept Food Stamp benefits.

The Restaurant Meals Program for the Homeless, Elderly and Disabled will celebrate its second year of operation in July 2007. Currently, we have a total of 285 signed MOUs which includes 226 restaurants participating in the program and another 59 restaurants in various stages of processing by USDA -FNS and DPSS.

There has been a significant increase in participation since August 2006, when we implemented the following strategies to increase Restaurant Meals Program awareness and utilization:

- Making presentations to district staff and community partners.
- Working with restaurants owners to develop a stronger relationship.
- Mailing Restaurant Meals Program brochures and interest letters to restaurants in communities neighboring District Offices.

The implementation of these strategies to increase program awareness and utilization has resulted in a dramatic increase in Restaurant Meals Program participation and we expect this trend to continue.

The chart shown below includes Restaurant Meals Data from August 2006 through May 2007. Since my last update, there has been a continuous increase in Restaurant Meals Program participation. The number of sales transactions for May 2007 increased by more than 104% since December 2006, and the amount of sales increased by 95% for the same period.

#### **RESTAURANT MEALS PROGRAM DATA**

<b>MONTH AND YEAR</b>	<b>NUMBER OF SALES TRANSACTIONS</b>	<b>NUMBER OF RESTAURANTS PARTICIPATING</b>	<b>AMOUNT OF SALES</b>	<b>AVERAGE TRANSACTION AMOUNT</b>
August 2006	3429	124	\$26,910.00	\$7.84
September 2006	3766	122	\$30,508.00	\$8.10
October 2006	4827	131	\$36,370.00	\$7.53
November 2006	5894	136	\$44,753.00	\$7.59
December 2006	7686	150	\$59,191.00	\$7.70
January 2007	9,698	163	\$71,878.00	\$7.41
February 2007	9,423	167	\$76,079.00	\$8.07
March 2007	11,921	182	\$93,429.00	\$7.84
April 2007	13,770	184	\$100,529.00	\$7.26
May 2007	15,736	182	\$115,665.00	\$7.35

Our discussions with McDonalds' Corporate Offices are continuing and we are working to pilot a few franchises in the coming months. McDonalds is committed to providing a variety of healthy and nutritious menu options. Taco Bell Corporate has delayed participation in our program until they can resolve some internal issues, but we remain hopeful that Taco Bell will join the program in the future.

I will provide you with our next semi-annual report in January 2008.

PLB:bs

c: Chief Executive Officer  
County Counsel  
Deputy, CEO  
Executive Officer, Board of Supervisors